

appropriate screen views to the user based on the created psychographic profile of the user.--

#### In the Claims

Original Claims 1-28 have been canceled and new claims have been added. The new claims have been renumbered sequentially beginning with Claim 1;

#### CLOSING REMARKS


Support for the now added new claims (Claims 1-10 of the attached Specification) and the added paragraph to attached page 6 in the Summary of the Invention section is found at least on Specification pages 5, line 16 - page 6, line 18; page 8, line 17 - page 13, line 4; and Figures 1-3A as now being filed. The claim language "computer program embodied on a computer readable medium" presents a software embodiment of the present invention, whereas the claims in the parent application contemplate and more broadly recite computer apparatus of either hardware, software or a combination thereof.

Further, Claim 10 as now filed, is similar to Claim 1 in the parent application. However, Claim 10 recites that the tracking and profiling member performs its recording operations in response to a user request for agate information, whereas the parent application, Claim 1 recites the tracking and profiling member performing recording operations in response to a user viewing requested agate information obtained and displayed by the data assembly. Support for now filed Claim 10 is found at least on Specification page 11, lines 16-23; page 15, line 1 - page 16, line 22; and Figures 2 and 3E - 3G as now filed.

Acceptance is respectfully requested.

If the Examiner believes that a telephone conference will expedite the prosecution of the application, then he is invited to call the undersigned.

Respectfully submitted,



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